

1 of 3

Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BERG
Salesperson Phone# 202-872-1155
Salesperson FAX# 202-872-8745

--- REMARKS ---

[illegible]

Line	Day	Time	Program	Start Date	End Date	Length	Spots	Rate	Comments
1	W-F	6A-7A	6A NEWS	10/10/10/12		:30	3	\$350.00	Buyline Comment: 1/DAY
2	M-F	6A-7A	6A NEWS	10/15-10/19		:30	5	\$350.00	Buyline Comment: 1/DAY
3	M-TU	6A-7A	6A NEWS	10/22-10/23		:30	2	\$350.00	Buyline Comment: 1/DAY
4	SA	6A-9A	DAYBREAK SAT	10/13-10/20		:30	1	\$200.00	
5	SU	6A-8A	DAYBREAK SUN	10/14-10/14		:30	1	\$200.00	
6	SU	8A-930A	CBS SUN MORN	10/14-10/21		:30	1	\$500.00	
7	TH	10A-11A	PRICE RT	10/11-10/11		:30	1	\$225.00	
8	TU,TH	10A-11A	PRICE RT	10/16-10/18		:30	2	\$225.00	

Rep Order# 7911111 Ver# 5 Status Revised

Traffic Order#

Printed: 10/22/2012 3:58 PM
Last Received: 10/22/2012 1:12 PM
Showing Buylines: All Lines

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Station WREG-TV MEMPHIS
Advertiser () FLINN, GEORGE
Product FLINN/C/R
Estimate# 2862
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2862
Flight Dates 10/10/2012 - 10/23/2012
Hiatus Weeks

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LT	Ln	Day	Time	Program	Dates	Len	Spots/Week	Rate	Total Spots
	9	TU	10A-11A	PRICE RT	10/23-10/23	:30	1	\$225.00	1
	10	W,F	5P-530P	5P NEWS	10/10-10/12	:30	2	\$425.00	2
		Buyline Comment: 1/DAY							
	11	M-TH	5P-530P	5P NEWS	10/15-10/18	:30	4	\$425.00	4
		Buyline Comment: 1/DAY							
	12	M-TU	5P-530P	5P NEWS	10/22-10/23	:30	2	\$425.00	2
		Buyline Comment: 1/DAY							
	13	W-F	6P-630P	6P NEWS	10/10-10/12	:30	3	\$450.00	3
		Buyline Comment: 1/DAY							
	14	M-F	6P-630P	6P NEWS	10/15-10/19	:30	5	\$450.00	5
		Buyline Comment: 1/DAY							
	15	M-TU	6P-630P	6P NEWS	10/22-10/23	:30	2	\$450.00	2
		Buyline Comment: 1/DAY							
	*16	SA	6P-630P	SAT 6P NEWS	10/13-10/13 10/20-10/20	:30	0 1	\$300.00	0 1
		Sales Remark: V5 CX 1X 10/13 DOE NA							
		V5 Comment Changed, Spots/week Changed							
	17	SU	10P-1035P	SUN 10P NEWS	10/14-10/21	:30	1	\$500.00	2
	18	W-F	10P-1035P	10P NEWS	10/10-10/12	:30	3	\$600.00	3
		Buyline Comment: 1/DAY							
	19	M-F	10P-1035P	10P NEWS	10/15-10/19	:30	5	\$600.00	5
		Buyline Comment: 1/DAY							

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LT	Ln	Day	Time	Program	Dates	Len	Spots/Week	Rate	Total Spots
	20	M-TU	10P-1035P	10P NEWS	10/22-10/23	:30	2	\$600.00	2
	Buyline Comment: 1/DAY								
	21	TH	7P-8P	BANG/2.5MEN	10/11-10/11	:30	1	\$1,500.00	1
	22	SU	12P-3P	AFC FB	10/21-10/21	:30	1	\$2,000.00	1
	*23	TU	12P-1230P	12N NEWS	10/23-10/23	:30	1	\$300.00	1
	Sales Remark: V5 ADD								
	V5 Added								

---REPORT TOTALS---

Report Totals: 53 / \$25,000.00

---SALES MONTHLY TOTALS---

Oct 12: 53 / \$25,000.00

Sales Totals: 53 / \$25,000.00

Station Totals: 53 / \$25,000.00

Lines not sent/rcld/rtm: 0 / \$0.00

---COMPETITIVE---

Market Totals \$83,333

CABL	0%	CBIA	0%	CBLB	0%	INTA	0%	INTB	0%
UNKN	70%	WHBQ	0%	WLMT	0%	WMC	0%	WPTY	0%
WPXX	0%	WREG	30%						

Books null
Demos RA35+